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**PRESS SHEET**

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**Juvenile  
COMEDIES**

**Jack McHugh**



Directed by Arvid Gillstrom



**EDUCATIONAL FILM EXCHANGES, Inc.**  
MADE IN U.S.A.

1477



## "WILDCAT WILLIE" AS FULL OF FUN AND ACTION AS IT SOUNDS

Juvenile Stars as Football Players Present Two Reels of Hilarious Comedy

Even the name of this one, "Wildcat Willie" sounds full of promise of action—and the kind of action that is full of fun.

This two-reel Juvenile Comedy is just as fast and as funny as the name indicates. More along the lines of a kid comedy "Wildcat Willie," with freckled Jack McHugh as "Wildcat" himself, presents two reels of fast action by the whole Juvenile crew—and what action it is!

If you can imagine Jack McHugh, Tom Hicks, Bobby Gordon and the rest of the bunch mixed up in a fast-action football game, full of the clever gags for which these Juvenile Comedies are noted, and speeded up to a clip that will keep your house in roars, you have some idea of the speed and fun of this comedy. It will keep your house roaring for thirty hilarious minutes.

### The Story

It was the final football game of the season between the "Wildcat Willies" and the "Fighting Orang O'Tangs" and the championship was at stake. Wildcat Willie himself headed his team but the Orang O'Tangs went into action minus their leader, Bobby. His private tutor wouldn't listen to his pleas to let him join his gang so he had to resort to strategy to get away.

The tide of battle ebbed and flowed. First the Wildcats would have the ball and then the O'Tangs would get it. When a long punt was made there was no telling where the ball would go, but there was always some hero willing to climb through a broken window or into a chicken yard to recover the precious pigskin. The game came near breaking up when "Burning Daylight," the dusky tackle of the O'Tangs, was sent to get the ball out of a chicken coop—and got interested in the chickens.

Then the "Orang O'Tangs" concocted a bit of strategy. They slipped the ball into the trousers of Burning Daylight and he wandered over the line for a touchdown which the Wildcats protested on the grounds that it was not fair hiding the ball in the dark.

Wildcat Willie was proving a tower of strength to his team. His sweetheart, Josephine, with her baby sister, sat on the side-lines cheering him on. She placed the baby in a dog-cart and all went well until the ball was kicked over in front of the dog who picked it up in his mouth and made off down the street, towing the baby in the cart at breakneck speed.

But it was for Wildcat himself to be the hero. He cut across lots, headed off the galloping dog and made a flying tackle just in time to save the baby. When Josephine came up and gave him a kiss—a hero's reward—it was too much. Wildcat Willie was defeated and he ran away.



For Electro Order No. 3468-E  
For Mat (Free) Order No. 3468-M

### WHAT OTHERS SAY About Recent Juvenile Comedies

"Over the Fence—Educational-Juvenile:—Full of snap from start to the very end, this is one of the best two reel comedies we have played this year."

J. O. Sholseth, THE SP. PROGRAM  
Princess Theatre, Sioux Falls, S. D.  
(From Amusements)

### WHO'S WHO in "Wildcat Willie"

Wildcat Willie.....JACK MC HUGH  
Sally.....Josephine Adair  
Grapefruit Teddy.....Tommy Hicks  
Mgr., Fighting O'Tangs.....Bobby Gordon  
Burning Daylight.....Bubbles Barry  
Directed by Arvid Gillstrom

### EXPLOITATION

It has been argued that legitimate productions, playing for extended runs in metropolitan cities, do not exploit their attractions and that they achieve success without this exploitation, and that, therefore exploitation is not necessary for the success of a play or a motion picture program.

Those who argue along this line overlook one vital factor. And that is the newspaper advertising and the reports of the critics which keep the show going for the first couple of weeks—and then, if the production has real merit, word-of-mouth advertising will carry it for the length of its run.

If you were booking your motion picture programs for an indefinite run, word-of-mouth advertising would perhaps carry you along after the first couple of weeks; on short run performances, exploitation and advertising are absolutely necessary or your business will suffer. Advertise and exploit your entire program, including Short Subjects, for your time is limited—and you must get your patrons and profits quickly.

### PARAGRAPHS For Your Program

The spice of the program—"Wildcat Willie"—A Juvenile Comedy.

Added comedy attraction—"Wildcat Willie," two reels of Juvenile fun.

In addition to the feature—a real half-hour of comedy in "Wildcat Willie," a Juvenile side-splitter.

Full of the kind of fun the whole family can enjoy—The Juvenile kids in "Wildcat Willie," a real laughing treat.

Funny?—Wait till you see "Wildcat Willie" and his football team play the "Fighting Orang O'Tangs." It's in "Wildcat Willie," the latest Educational-Juvenile Comedy.

EDUCATIONAL FILM EXCHANGES, Inc.  
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## JUVENILE KIDS IN NEW COMEDY FULL OF LAUGHS

### Sandlot Football Game in "Wildcat Willie" a Real Treat

(Newspaper review for use after showing of picture)

The juvenile kids are "doing their stuff" in their well known laughter provoking manner in "Wildcat Willie," the Juvenile Comedy at the Theatre this week.

And they do it without the aid or support of a bevy of male actors. "Wildcat Willie" is a comedy with and by kids—but it isn't for kids alone for it is causing people of all ages, from the six year old to the sedate grandfather to chortle, chuckle and cackle with laughter at the two reels of excellent comedy it contains.

The picture deals with a football game—such a game as a person sees on every vacant lot during the football season. The respective teams are the "Wildcat Willies" headed by no less a personage than Wildcat Willie himself and the "Fighting Orang O'Tangs." While their manager and guiding spirit is a high-brow sort of person, with governness and valet, still he's a regular fellow and emerges from the bottom of every scrimmage.

The fun revolves about the game and many excellent comedy situations and gags are incorporated in the struggle. Wildcat Willie is played by befreckled Jack McHugh and his aristocratic opponent is Bobby Gordon. Josephine Adair is the chief representative of the fair sex and the rough and tough Wildcat is her hero.

Others in the cast are Tommy Hicks and "Bubbles" Barry. The picture was directed by Arvid Gillstrom under the supervision of Jack White.

## JUVENILE CAST IN NEW COMEDY

(Newspaper review for use after showing of picture)

Jack McHugh and the Juvenile cast are to be seen at the Theatre this week in "Wildcat Willie" one of those side-splitting Juvenile comedies.

"Wildcat Willie" takes its name from the central character, played by Jack McHugh. Tom Hicks, Bubbles Barry, Bobby Gordon and Josephine Adair are given prominent parts in the picture which is made up almost entirely of a football game between two rival kid teams, the "Wildcat Willies" and the "Fighting Orang O'Tangs."

The football game is the big laugh sequence of the picture.

## CHILDREN MOST NATURAL ACTORS IN WORLD, SAYS JACK WHITE

### Playing with Dolls or at Being Soldiers Really Acting

(Prepared as advance publicity story)

"Children are the most natural actors in the world," says Jack White, the producer of Educational-Juvenile Comedies, the latest release of which, "Wildcat Willie" will be at the Theatre.

"From the time they are old enough to walk and talk, they are always pretending—playing at something."

"The girl with her dolls 'playing house' is an example. The young boy playing soldier, indian, fireman or pirate, while he is emulating the hero of his young mind, is acting. He is living in a world of 'make-believe' and acting out the characters of his childish imagination."

"When the child enters upon a professional career as an actor in pictures he is just continuing this make-believe existence with the difference that the suggestions come from some one else. But if the story or plot of the play or picture has been wisely chosen the child easily adapts itself to the work—for it is still playing at being something."

"Of course the child must possess the necessary appearance and, what is more important, must be blessed with a high grade of intelligence. The director must understand the juvenile temperament and viewpoint and be patient. Under these conditions the child rapidly develops into an actor of ability and one that it is a pleasure to watch."



JACK McHUGH

and

JOSEPHINE ADAIR

in a scene from

"WILDCAT WILLIE"

For Electro Order No. 3552-E

For Mat (Free) Order No. 3552-M

## CLEVER CAST OF KIDS PICK OWN FOOTBALL TOGS

(Prepared as advance publicity story)

A big cast of Juvenile stars headed by Jack McHugh, will appear in "Wildcat Willie," the new Juvenile Comedy which will be on the bill at the Theatre.

In addition to McHugh, who is seen as "Wildcat Willie" himself, there will be seen Tommy Hicks, the funny fat boy of these Juvenile Comedies, Bobby Gordon, Josephine Adair and the little colored boy, "Bubbles" Barry.

The story deals with a football game between rival teams who fight it out on the sand lots for the championship. "Wildcat Willie" is captain of the team which bears his name and Bobby Gordon is the manager of the rival team, the "Fighting Orang O'Tangs."

A feature of the comedy will be that all of the important characters are portrayed by youngsters.

(Prepared as advance publicity story)

When Arvid Gillstrom, director of Educational-Juvenile Comedies was directing "Wildcat Willie" the latest Juvenile Comedy and which will appear at the Theatre.

he found most of the action centered around a football game between two teams composed of regular kids and he was at a loss as to how to get the equipment to use for uniforms so that they would appear true to life. New and correct uniforms were out of the question.

Jack McHugh, who has the leading role in the comedy, solved the difficulty when he led the gang down into the prop-room and told them to pick out the stuff they wanted. With true inventiveness the boys selected makeshift uniforms composed of everything from ancient armor to sofa cushions.



# PROFITS

A business cannot be run indefinitely at a loss.

It may survive for years at a break-even gait, until the investors get tired of receiving no return on their money, but ultimately the business that makes no profit ceases to exist.

The difference between profit and loss is a small thing in dollars and cents—but a mighty big thing to attain. Competition, changing conditions, rising cost of raw materials—there are any number of circumstances that render profit making difficult.

The greater industries meet these conditions by getting every cent from their plant and their output. The huge packing houses of Chicago who utilize every scrap from their slaughter houses and turn waste into profit—the great oil refiners who are extracting millions in money from by-product material which previously ran

into rivers—these mammoth industries utilize every source of revenue to gain their profit.

The motion picture exhibitor who is trying to make his theatre a success and who overlooks the potential profits from his Short Subjects is overlooking a source of revenue that may mark the difference between profit and loss on his entire enterprise. The Short Subject is an integral part of the entire entertainment offered by the exhibitor and can be made to pay more than its share of the running expenses by advertising it.

Include the Short Subject in the newspaper advertising on your program, for there is where you will reap the greatest reward from it. It is brought to the eyes of the people who see your "Ads" and it carries its appeal to the thousands of comedy lovers among its readers.



One Column by One Inch "Ad" Cut  
For Electro Order No. 3553-E  
For Mat (Free) Order No. 3553-M



Two Column by One and One Half Inch "Ad" Cut  
For Electro Order No. 3554-E  
For Mat (Free) Order No. 3554-M

For Three Column Cut on page One Order  
Electro No. 3555-E Mat (Free) No. 3555-M

## ACCESSORIES

### Hand Colored Slides

Four Color One Sheets Four Color Three Sheets  
Duo Tint 11 x 14 Lobby Cards  
(Eight Cards to Set)

Black and White 8 x 10 Photos  
(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats  
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts  
and Mats

Two Column, One and One Half Inch, Newspaper  
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats  
(All Mats Free)

And the Fullest Cooperation from Your Exchange  
(Cuts and mats must be ordered by number)

## CATCHLINES For Newspaper "Ads"

Two reels of snappy and side-splitting comedy—  
"Wildcat Willie," with the clever Juvenile cast.

\* \* \*

"Wildcat Willie," another of those excellent  
Educational-Juvenile Comedies. A real comedy treat.

\* \* \*

Two reels of rib-tickling comedy "Wildcat Willie"  
with Jack McHugh and a clever cast.

\* \* \*

Jack McHugh, Tom Hicks, Josephine Adair and the  
whole Juvenile cast in "Wildcat Willie"—two reels of  
side-splitting comedy.

\* \* \*

The fastest, fiercest—and the funniest football game  
ever filmed—"Wildcat Willies vs. the Fighting Orang  
O'Tangs" in "Wildcat Willie"—a Juvenile Comedy  
with Jack McHugh.

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